

## ABSTRACT

The present invention describes a flocked stretchable design and a process for producing a flocked stretchable design or transfer. The design, when configured as a transfer, includes a carrier layer, a release adhesive applied to the carrier layer, a plurality 5 of flock fibers releasably attached to the release adhesive, an elastic film, and a first adhesive layer bonded to the flock fibers and the elastic film, and a second, discontinuously distributed, adhesive layer bonded to the other side of the elastic film. The design, when direct flocked, does not include the carrier and the release adhesive. The present invention also includes methods of producing both the designs.